

# **Implementing New Media PR and Alleviating Social Networking Fears**

## ***HANDOUT***

By Rachel Carter PR

- Public relations now encompasses both traditional and social media. Measurement remains abstract, however there are more tools available to help in measurement with the integration of social media.
- Both social and traditional media are evolving on a daily basis. While tools will change and grow, the use of both together is here to stay.
- Social media allows users to more effectively reach target and niche audiences and has diminished the effect of one way communication to mass media.
- Vermont businesses, organizations, and individuals are heavily using social media and most traditional media are using it as well.
- Social media takes time – time to get acclimated, time to learn, time to engage, time to make mistakes, time to learn from those mistakes and make changes, and time for results to take shape. Social media has eliminated the ability for quick marketing fixes because it has forced marketing to become more transparent.
- Social media requires engagement – engaging by listening, talking, watching, and sharing. It allows word-of-mouth marketing to work on a large scale among targeted audiences. Social media has taken the traditional role of public relations – conversations between publics and businesses/organizations using third party endorsements – and has redefined public relations to its original role. Essentially social media had put PR back in its place. Only now, both traditional and social media (the social networkers) are the third parties. Editorial endorsements still have value, but word of mouth is much more powerful.

### **Presentation Glossary:**

Online Dating: Meeting romantic prospects via an internet dating site with profiles or personal ads places in an online media outlet

Chat Rooms: Locations online (usually based on interest) where people talk in real time

Message Boards: also know as online forums, locations online (usually based around interest) where people can engage in a variety of discussions at one time on a variety of topics; not in real time, although some move very quickly

Social Networking Sites: websites where people can create a profile to share with others to create a network of online friends based on similar interests

Blog: Online, self-published journals on every topic in existence and existence itself; very high internet visibility

Podcast: audio (and sometimes video) content that can be automatically downloaded through a subscription to be listened to/watched online; often times people download for later use (such as on iPods)

Online Video (Viral): A short, lower resolution video clip used in social media; anything long or higher resolution is not appropriate in social media due to long download times

Definition of Public Relations:

Communication or "storytelling" with current and potential audiences for your business, organization, or venture resulting in publicity, news coverage, editorial, third party endorsement, or "buzz" for the overall benefit of sales, public profile enhancement, professional resource positioning, credibility, and/or name recognition.

Networking: Connecting with people based on similar interest and then connecting with their contacts and so forth

Social Networking: Connecting with people based on similar interest and then connecting with their contacts and so forth – same as networking except online

Traditional Media: Print and Broadcast media distributed to the masses, and more increasingly to niche markets and communities

Social (New) Media: Tools and platforms people use to publish, converse and share content online

### **Social Networking Sites to Start With:**

[www.commoncraft.com](http://www.commoncraft.com)

Website which helps explain the terms and uses of various social networking and social media tools and applications

<http://ekstreme.com/buzz>

Site to track buzz on yourself and find places you also might want to be listed on, etc. through searching keywords instrumental to your business

<http://pipl.com/>

A very detailed web search for people – good to search for yourself and see what's out there and how finding you might need some work. Good tracking tool to search for yourself before listing on the web and then several months after

<http://www.peakyou.com>

Great site for spying on others and yourself to see what might be out there in the social networking scene on yourself and where you might want to make alterations or create profiles

[www.google.com/alerts](http://www.google.com/alerts)

Place to sign up for email alerts on key words that you choose, great place to see what is written about you in other social networking sites like blogs

<http://www.sitevolume.com>

Easy way to see how key words measure up on different social networking sites

<http://www.xinureturns.com/>

Easy way to your website and blog page ranks and where you need work

<http://www.summize.com> and <http://www.twemes.com>

Site to enter search terms and see where they come up in Twitter

[http://en.wikipedia.org/wiki/Main\\_Page](http://en.wikipedia.org/wiki/Main_Page)

Place to list a concept, not really a profile, not appropriate for most businesses (if you try to post a profile, it usually kicks you off for any form of business or personal promotion)

[www.zoominfo.com](http://www.zoominfo.com)

Free place to post both a personal and company profile as well as be able to search for what other work might be online connected to you. Will take some time, should be done by business owner only.

[www.jigsaw.com](http://www.jigsaw.com)

Perhaps check it out a bit before posting and Google search some competitors who are on Jigsaw and also ask around (great place is to inquire through your Linked In network) about what people think of Jigsaw and if it's useful. Should be looked into by business owner only.

[www.spoke.com](http://www.spoke.com)

Free directory to post profile and network with people online

[www.allbusiness.com](http://www.allbusiness.com)

Free to join, good opportunity to possibly create a blog and get some exposure and credibility through their site – also a good way to test out blogging

[www.manta.com](http://www.manta.com)

Free to join, your business must have a DUNS number to be listed as an official business

[www.linkedin.com](http://www.linkedin.com)

Top social networking business site, spend some time to really build a profile, business owner only

[www.facebook.com](http://www.facebook.com)

Personal profile “social networking” site – very good idea to create a public profile and personalize it as you feel comfortable

[www.twitter.com](http://www.twitter.com)

Fast-paced social networking site for quick posts of sharing information or updates between other users in your “network”

[www.blogger.com](http://www.blogger.com)

Popular, free, and easy to use blog site

[www.flickr.com](http://www.flickr.com)

Photo storage site, compatible with social networking sites

[www.photobucket.com](http://www.photobucket.com)

Photo storage site, compatible with social networking sites

[www.youtube.com](http://www.youtube.com)

Video storage site, compatible with social networking sites

### **Websites References in Presentation:**

<http://www.rachelcarterpr.com>

<http://vt.thebeehive.org/>

<http://www.leapingfromthebox.com/hs/elists/vermont.html>

<http://www.vtpaddlers.net/talk/mb/index.php>

<http://www.facebook.com/home.php#/vpr.net?ref=search>

<http://www.linkedin.com/connections>

<http://twitter.com/WCAX>

<http://rachelcarterpr.blogspot.com>

<http://vermontvibes.blogspot.com>

<http://www.podcastalley.com/search.php?searchterm=vermont>

[http://www.youtube.com/results?search\\_query=vermont&search\\_type=&aq=f](http://www.youtube.com/results?search_query=vermont&search_type=&aq=f)

<http://www.vtstateparks.com/>

<http://www.vermontvacation.com/>

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<http://www.wholefoodsmarket.com/pressroom>

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